

Ein Llais Cymraeg

Conwy County Borough Council's
**Welsh Language
Promotion Strategy 2024-2029**



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Dathlu
Celebrate

1 Foreword

Croeso/Welcome to Ein Llais Cymraeg, our new Welsh Language Promotion Strategy. Our Strategy builds on and embeds our previous good practice and incorporates our learning from the Arwain mewn Gwlad Ddwyeithog (Leading in a Bilingual Country) programme we have participated in. The programme provided leaders of organisations with the opportunity to discuss how the spirit of 'Cymraeg 2050' can be embodied within their organisations.

Our Strategy has had input from Welsh speakers and Welsh learners to shape our new direction and I'm absolutely delighted to support this. We want everyone to join us, no matter how much Cymraeg you know, wherever you come from and wherever you live now in the county of Conwy.

We hope you will join us on our journey so that we can work together to successfully promote Cymraeg here in Conwy. Amdani!



Y Cyngorydd Aaron Wynne



Het
bom-pom
Bobble hat

2 Croeso

Welcome pawb (everyone) to our Welsh Language Promotion Strategy. It's a statutory document, required by law, but that's not why we're doing this. We're doing this because we are proud of our Welsh culture and proud of Conwy being a bilingual Council and we're passionate about supporting people.

The official 2021 census shows 25.9% of Conwy's residents speak Cymraeg, 51% of our staff speak some Cymraeg and we know many more are on a Welsh language journey, from learning bore da and saying a few words, to informal conversational Cymraeg, through to fully conversant.

Cymraeg is part of who we are. It's our language and belongs to us all. It is part of our history, our heritage and our culture. In a time where we all face many challenges, celebrating and encouraging ein Llais Cymraeg (our Welsh language voice) can bring us together. We want everyone to join us, no matter how much Cymraeg you know, wherever you come from and wherever you live now in the county of Conwy.

This Strategy is not just about the Council, although as the County's largest employer, we aim to set an example in how Cymraeg is used in the workplace and how we deliver our services. Promoting Cymraeg is also about family, about community, schools, businesses, tourism and most of all about people. Language is a people thing and this plan aims to support people to grow understanding, goodwill and hopefully a love of Cymraeg and its contribution to the culture, society and economy of Conwy.

We hope you will join us on the journey to a million speakers of Cymraeg by 2050. Are you one in a million? If you're a fully conversant Cymraeg speaker we need you too, to support others and help create the opportunities where Cymraeg can grow. As well as increasing the number of people able to speak some Cymraeg, we want more people to speak Cymraeg every day. We are supporting this by working together with local partners such as Menter Iaith Conwy, Urdd Conwy, Mudiad Meithrin, Cymraeg for Kids, Coleg Llandrillo and Parents for Welsh Medium Education. Along with planners, educators and Councillors they are part of our Fforwm Strategol y Gymraeg (Welsh Language Strategic Forum), which has helped put together this Strategy and will support it going forward.

The challenge ahead is an exciting one, and through setting a strong vision, we are confident that we will be able to work together to successfully promote Cymraeg here in Conwy. Amdani! (Forward!).

Ffeithiol Cymraeg
Welsh non-fiction

Bywgraffiadau Cymraeg
Welsh biography

3 Our vision

A bilingual Conwy where people are confident and proud of their llais Cymraeg (Welsh voice), where Cymraeg is spoken in the family, the community and the workplace and where Welsh culture is celebrated and people feel they belong.

4 Our target

To increase the number of Cymraeg speakers by 1,600 by 2029.

Our aim in setting this target is to return the number of Cymraeg speakers in Conwy to 27.4% of the population, matching the census figure of 2011. The 2021 census showed a slight decline in the numbers of Cymraeg speakers to 25.9%, but we believe that there are more Cymraeg speakers out there. Part of our plan is to encourage and support people to find their llais Cymraeg (Welsh voice) and use the Cymraeg they have - no matter the level of Cymraeg they think they know. This will set us up for an ambitious target of 30% of Conwy's residents speaking Cymraeg by the end of the next Strategy period in 2034.



Ci del
Cute dog



5 Context

5.1 Legislation

The **Welsh Language (Wales) Measure 2011** gives the Welsh language official status in Wales. It established two key principles which affect all aspects of public life:

- That the Welsh language should be treated no less favourably than the English language in Wales; and
- That people in Wales should be able to live their lives through the medium of Welsh if they choose to do so.

This primary legislation underpins the **Welsh Language Standards (No. 1) Regulations 2015**, which requires public bodies to publish a five year Strategy to promote Cymraeg. The Strategy must include, among other things:

- A target for increasing or maintaining the number of Cymraeg speakers in the area by the end of the five year period; and
- A statement outlining how we intend to meet that target.

Our first Welsh Language Promotion Strategy covered the period 2017-22. At the end of each five year period we review our progress, celebrate our success and reset our plan so that we can continue with our ambitions. Our assessment of the previous Strategy is available on our website at **Welsh Language Standards - Conwy County Borough Council**.

5.2 Census

According to the 2021 Census, 19% of the population of Wales can speak Cymraeg. In Conwy, 25.9% of the population, or 29,000 people speak Cymraeg. Although Conwy has the fifth highest percentage of Cymraeg speakers in Wales, this figure is a decrease of 1.5% compared with the situation in 2011. In 2011, 27.4% of the population (30,600 people) could speak Cymraeg. Our Strategy target of 1,600 more Cymraeg speakers by 2028 is based on returning to this level, with the aim of increasing to 30% over the next five-year period.

	Age	3-4	5-15	16-19	20-44	45-64	65-74	75+	Total
2011	No.	740	6540	1950	8420	6700	2940	3310	30600
	%	31.7	49.2	37.3	27.8	20.7	21	23.3	27.4
2021	No.	490	5850	1800	7940	6840	2940	3140	29000
	%	23.2	43.8	41.8	28.1	21.1	18	20.9	25.9

Table 1: Cymraeg speakers in Conwy by age 2011-2021

5.3 Policy context

This Strategy doesn't exist on its own. We have a longstanding record of providing our residents with quality Cymraeg services and Cymraeg is a prominent feature of our plans and policies. Below are the key local plans and policies that sit alongside this Strategy to support promotion of Cymraeg, together with the national context.

Cymraeg 2050 - Welsh Government's long term vision to reach a million Cymraeg speakers and double the number of daily users of Cymraeg by 2050.

Well-being of Future Generations Act (Wales) 2015 - One of the seven well-being goals is "a Wales with a vibrant culture where the Welsh language thrives".

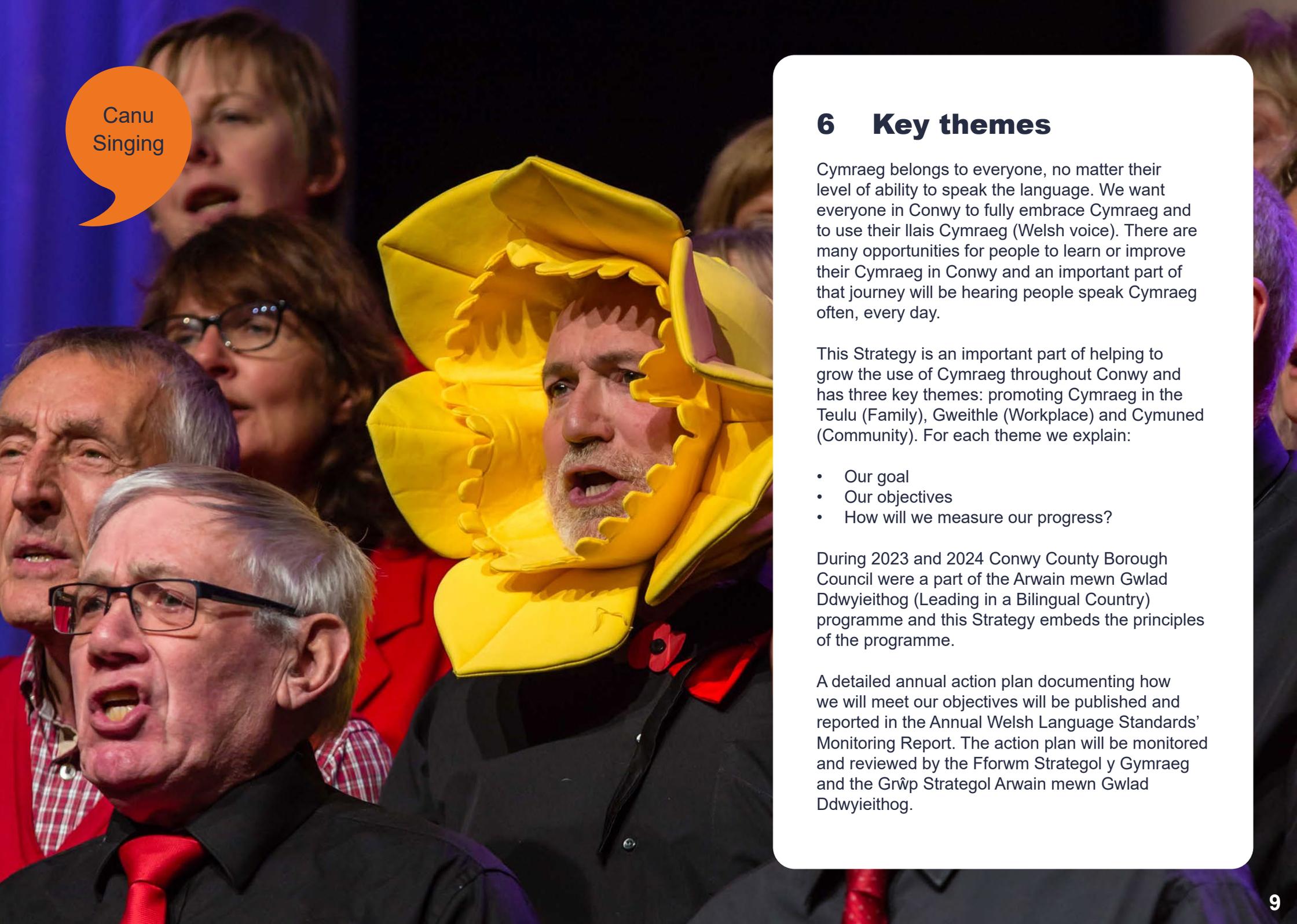
More Than Just Words 2022-2027 - The national strategic framework for promoting Cymraeg in health and social care so that people can access the care that they deserve and require.

Conwy County Borough Council Corporate Plan 2022-2027 - An objective of the Plan is that "People in Conwy live in a county where the use of Welsh is thriving and people can participate in all aspects of community life through the medium of Welsh".

Conwy's Welsh in Education Strategic Plan 2022-2032 - Statutory plan which shows how we intend to develop and increase the Cymraeg provision in Conwy schools, so that all pupils have the opportunity to become confidently bilingual.

Supplementary Planning Guidance LDP6: The Welsh Language - Guidance on how we assess the impact of developments on Cymraeg. This guidance will be updated in the Replacement Local Development Plan we are currently working on.





Canu
Singing

6 Key themes

Cymraeg belongs to everyone, no matter their level of ability to speak the language. We want everyone in Conwy to fully embrace Cymraeg and to use their *llais Cymraeg* (Welsh voice). There are many opportunities for people to learn or improve their Cymraeg in Conwy and an important part of that journey will be hearing people speak Cymraeg often, every day.

This Strategy is an important part of helping to grow the use of Cymraeg throughout Conwy and has three key themes: promoting Cymraeg in the *Teulu* (Family), *Gweithle* (Workplace) and *Cymuned* (Community). For each theme we explain:

- Our goal
- Our objectives
- How will we measure our progress?

During 2023 and 2024 Conwy County Borough Council were a part of the *Arwain mewn Gwlad Ddwyeithog* (Leading in a Bilingual Country) programme and this Strategy embeds the principles of the programme.

A detailed annual action plan documenting how we will meet our objectives will be published and reported in the Annual Welsh Language Standards' Monitoring Report. The action plan will be monitored and reviewed by the *Fforwm Strategol y Gymraeg* and the *Grŵp Strategol Arwain mewn Gwlad Ddwyeithog*.



Teulu
Family

6.1 Y Teulu

Our goal:

We want to ensure that parents are supported to pass on Cymraeg from one generation to the next, and if they don't speak Cymraeg are supported to introduce Cymraeg to their children. We want to provide opportunities for children and young people to learn Cymraeg in our schools, in their activities and at home, and to speak Cymraeg in everyday life outside school.

Our objectives:

- Families are provided with the support and reassurance they need to choose a Cymraeg education for their children
- Families are supported to start their children (and themselves) on a bilingual journey
- More nursery and primary children receive their education through the medium of Cymraeg
- More children continue their Cymraeg education into secondary school
- More learners take their GCSEs through the medium of Cymraeg
- Cymraeg is used in everyday life in schools and afterschool activities
- Children with additional learning needs are supported to learn Cymraeg and have access to Cymraeg education
- Teachers are supported to learn or grow their confidence in Cymraeg so they feel able to teach in Cymraeg.

How will we measure our progress?

- We will carry out an annual survey to understand whether parents feel supported and children feel that they have the opportunities to use Cymraeg in everyday life
- Number of learners studying their GCSEs through Cymraeg
- Number of learners studying their A-Levels through Cymraeg
- Number of primary school learners receiving their education through Cymraeg
- Number of secondary school learners receiving their education through Cymraeg.

6.2 Y Gweithle

Our goal:

We are the largest employer in the county and we want to lead by example and show how organisations can use Cymraeg in the workplace and provide services in Cymraeg. We want everyone to join us, no matter how much Cymraeg you know, wherever you come from and wherever you live now in the county of Conwy.

Our objectives:

- We will support all Conwy staff to have courtesy-level Cymraeg - pronunciation of place-names and basic greetings
- We will increase the amount of Cymraeg spoken in the workplace
- We will increase the use of Cymraeg words within our English communications to help people to learn Cymraeg
- We will support staff with their confidence to use their Cymraeg in the workplace
- We will promote dysgu Cymraeg courses and other ways to learn Cymraeg
- We will ensure that staff are able to use their Cymraeg - such as accessing Cymraeg reports and where feasible offering simultaneous translation to enable more Cymraeg to be spoken in meetings
- We will encourage staff to use their Cymraeg in the workplace no matter what level by ensuring staff actively look at the Cymraeg and Dysgu Cymraeg lanyards.

How will we measure our progress?

- Number of staff who can speak Cymraeg
- Number of staff who are learning Cymraeg
- Number of staff learning Cymraeg through our Work Welsh scheme
- Number of staff who attend a Hybu Hyder or Gloywi Iaith course
- Number of staff who move from Level 0 to Level 1 after attending an on-line Blasu Cymraeg course.



Gweithle
Workplace

6.3 Y Gymuned

Our goal:

We are proud of our Welsh culture and proud of Conwy being a bilingual Council. We're passionate about supporting and encouraging people to use their Cymraeg through our communications. We want to promote and celebrate the use of Cymraeg in our communities regardless of whatever level of Cymraeg a person has. We want to encourage communities to join us on the journey to a million Cymraeg speakers by 2050 and become one in a million.

Our objectives:

- Encourage businesses to use courtesy-level Cymraeg
- Encourage businesses to use **Helo Blod** - a free, fast and friendly Welsh/English translation service for businesses and charities
- Encourage businesses to use our 'Using Welsh in your business - Tourism Toolkit', a toolkit produced by the Council in partnership with Menter Iaith Conwy, filled with information about Cymraeg in Conwy County, and useful tips on how to use Cymraeg in your business
- Encourage other organisations to promote courtesy-level Cymraeg and include key phrases on their websites
- Increase the use of Cymraeg among children and young people, improve their awareness of the value of Cymraeg through Welsh-medium education, social events and services in Cymraeg
- Increase the use of Cymraeg in Conwy's communities
- Our planning processes will ensure that new developments support Cymraeg to thrive by maintaining the language balance in our communities.

How will we measure our progress?

- Number of businesses who use the 'Using Welsh in your business - Tourism Toolkit'
- Number of primary schools who are members of the Urdd
- Number of primary schools who take advantage of Menter Iaith Conwy's provision to promote Cymraeg in the county
- Number of schools that have reached the Gold, Silver and Bronze awards as part of Siarter Iaith/Cymraeg Campus
- Number of events held in Cymraeg in the county
- Number of children who took part in Sialens Ddarllen yr Haf
- Number of library issues of Cymraeg material
- Number of people who took part in the Darllen yn Well Scheme
- Number of Cymraeg speakers in Conwy according to the census.

7 Monitoring progress and reporting on achievements

We will continually monitor our progress in meeting our objectives. This will be reported, supported and challenged in our Fforwm Strategol y Gymraeg and Grŵp Strategol Arwain mewn Gwlad Ddwyieithog.

An annual report about the progress of Ein Llais Cymraeg will be presented to Elected Members. Copies of the annual reports will be published by 30 June every year on our website.



8 Our partners

The success of our Strategy depends on working effectively in partnership with a variety of organisations across the county. The section below gives details about our key partners, and the role they will play in helping us achieve the priorities in this Strategy. We will continue to increase the number of partners we work with during the period of this Strategy.

Coleg Cymraeg Cenedlaethol

Coleg Cymraeg was established in 2011 following Welsh Government's policy decision to create a national establishment to plan and co-ordinate Welsh language provision in universities, working on the basis that it's possible to discuss any academic or vocational discipline in Welsh. Coleg Cymraeg works with further education colleges, universities, organisations that offer apprenticeships, and employers to create opportunities to train and study in Welsh. Their aim is to create a Welsh-language and bilingual education and training system that's open to everyone and to develop bilingual workforces.



Cymraeg for Kids

Cymraeg for Kids is financed by Welsh Government and co-ordinated by Mudiad Meithrin. The project focuses on increasing the number of nursery aged children who can speak Cymraeg. They share information, give advice and offer support for parents in terms of the advantages of bilingualism, the importance of introducing Cymraeg for Kids as soon as possible and the advantages of Cymraeg education. Cymraeg for Kids officers work in Conwy and they offer a variety of babies' groups for parents and parents to be across the county.



Grŵp Llandrillo Menai

Grŵp Llandrillo Menai (The Grŵp) is committed to providing a fully bilingual service to learners and members of the public. In particular, The Grŵp recognises the importance of ambitious developments that will foster an environment that will promote the use and growth of the Welsh language among learners, staff and key stakeholders.



Menter Iaith Conwy

Menter Iaith Conwy aim to increase the opportunities for people of all ages and backgrounds to use or learn Cymraeg in their local communities, at work or when receiving training. Menter Iaith Conwy have several projects across Conwy that help communities to link with Cymraeg.



Mudiad Meithrin

Mudiad Meithrin is the main provider in terms of care and education in the early years in the voluntary sector through the medium of Cymraeg. The aim is to give all young children in Wales the opportunity to take advantage of care and education experiences through the medium of Cymraeg.



Parents for Welsh Medium Education (RhAG)

RhAG has always been about supporting parents and guardians as they go on the journey with their children through Cymraeg Medium Education and beyond. The period begins before the birth of the child, with promotional work within the antenatal and early years sector, and we work with stakeholders positively and proactively to ensure that access to Cymraeg Medium Education is available to all who desire.



Urdd

The Urdd is Wales' largest national youth organisation for young people aged 8 to 25. In Conwy, the Urdd work closely with all of our schools in every linguistic category, offering a variety of activities to pupils throughout the year. The Urdd's activities are held in Cymraeg, but they also have bilingual sessions for Cymraeg learners. The Urdd organise an annual Eisteddfod, and also arrange residential and sports activities for young people.



The National Centre for Learning Welsh

The National Centre for Learning Welsh is responsible for all aspects of the Learn Welsh sector. The centre offers courses during the day and in the evenings, at different proficiency levels: Entry; Foundation; Intermediate; Advanced and Proficiency. These courses are available as tutor-led courses in both virtual and face-to-face classes and it's possible to follow self-study courses too. The Centre runs the 'Work Welsh' scheme which provides fully funded courses, in workplaces and Conwy Council are part of this scheme. The Centre also runs other schemes including 'Welsh at Home', 'Welcome to All', 'Welsh for Young People', and provision for the education workforce.





9 Accessibility

You can find a copy of Ein Llais Cymraeg in Cymraeg and English on our website.

You can also access Ein Llais Cymraeg on our free public access computers which are in all Council libraries, Bodlondeb and Coed Pella receptions.

A paper copy can be requested by emailing us at cymraeg@conwy.gov.uk or calling **01492 574000**.

A BSL version of Ein Llais Cymraeg can be accessed on our website.